

Monet[®]

Applicability

Monet Uniqueness

Confidential - Patent Application

Applicability of the Invention - Market Differences From Prior Art

RE: The Monet Market Concept
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The Monet Concept of Digital Media Asset Management Q&A on issues regarding client needs

As with any new product and service offering there is always going to be a flood of related "competitive products". The problem becomes, "Why should I choose one product or service over another?". Usually this is relatively easily resolved by running benchmarks or performing a feature analysis to reduce the list of likely choices. Although this works well when one is analyzing off-the-shelf products and services, it fails miserably when one is analyzing an entire new technology and work flow. You may ask how this can be considered a new technology? Digital files and electronic publishing have been around now for a decade. Digital telecommunications has been in use far longer. Compuserve pioneered the concept of wide area access and centralized storage (at least in appearance). So what is different here when we have a company offering software that provides a complete solution to centralized storage and wide area access via digital telecommunication?

The difference is that "this is not about technology!" It is about a completely new way of doing business. Monet and the Climate system represent the last frontier facing any large corporate client, printer, pre-press, new media, Internet content provider, CD publishing house, or digital motion picture distributor. The entire way the future of print and electronic publishing is moving is analogous to the growth of the Internet. That direction is completely electronic encompassing communication, storage, and automated distribution. Therefore, the

problem to solve here is not only one of technology, although technology is at the core of the eventual solution. Given the above general statements, let's explore some questions asked by current and prospective clients.

What is the most crucial aspect of building a centralized library?

- 5 Obviously there are many, but the single most important element that makes a library usable is how well planned the data structure surrounding it's objects are. This is not just a database. The database is the mechanism that links to the image files, documents or any other piece of data to be catalogued. Monet and it's alliance partners spend a tremendous amount of time helping determine the optimal method and hierarchy of the data set before anything is ever
- 10 entered in the system. In a sense you are designing a card catalog system for the objects to be stored. Don't get caught up in exotic search capabilities which are emphasized as the strength of some products. Simplified elemental searches are the ones that are used in 95% of queries by most users. Remember that the initial purpose here is to get a job built, not to do research.

Why is Monet different than other database products?

- 15 Monet treats the database as the core piece of input and output operations. It is only a piece of the entire system. By keeping an open, scaleable methodology, the system can be enhanced without the risk of re-building an entire library. The Monet database is SQL driven (SQL - Structured Query Language is the largest standard for complex database design, ie Oracle, Sybase, Microsoft are SQL engines). The jury is out on whether embedded object or pointer
- 20 (like SQL) technology is best. We feel that the database is the heart of the entire system. A 2 terabyte archive in an embedded environment is 2 terabytes. In a SQL pointer world the database may only be a few hundred megabytes and the rest are the object files. From a recovery standpoint in the event of a disaster, the latter can be restored more quickly.

What makes Monet different than other SQL based products?

- 25 Reporting and tracking. Our focus is on working with the people who really are in charge of producing the output. A big oversight on the part of many shrink-wrap products is that they put too much emphasis on the search interface. Monet tracks activity much like a legal time and billing system. Any advertising agency, designer, or in-house corporate artist is always working on a job or specific budget item. We allow any event to be tracked to that level
- 30 whether it is browsing or input/output activity. The system needs to be "workflow friendly".

Why did Monet not initially come out with Internet availability?

- Our position on the Internet parallels much of what Bob Metcalfe (the inventor of Ethernet and network pioneer) has been saying for the last year or so. The Internet is a wonderful research tool but it is not well suited for distribution of large mission critical files. Remember that in an
- 35 Intranet (like we prefer) environment you control the destiny and bandwidth of how your files move. In the Internet you have no control whatsoever. If a 40 megabyte file goes out on a 1.5

megabit pipe, but hits a bottleneck that reduces it to say, 128 kilobits, the time to transmit will increase ten-fold. Another paramount issue is the new pricing that is inevitable. The life span for unlimited dial-up access for \$19.95 monthly is questionable. Keep in mind that somewhere in the back end there has to be the capacity to keep all this data moving as users crowd the Internet. Somebody will pay for it. Guess who? Monet is adding Internet access to the next release. The users can have a choice. Large file solutions can't ever totally rely on the Internet as the only access point to our system.

What is Monet's hot-folding approach?

Hot-folder transferring is a great concept. Essentially, Hot-folding is a method of having directories or folders on a server that automatically route files to some defined destination when a person copies or moves a file into that folder. The destination may be in another state or country. The telecommunication is handled by the software. Monet's application for this is much longer term than other products in the sense that it is not tied to any one communication technology. Although we primarily install Basic Rate ISDN, our system can scale up to bandwidths of ATM levels if needed. We support both dial-up and network connections. Other products are either tied to a board (like 4-Sight) which limits bandwidth or are proprietary (like WAMNET) which limits your control and cost structure. Monet offers it's hot-folder technology as a stand alone option as well.

What about other bulletin board systems like Adobe Virtual network or CE Quickmail, don't they provide similar functionality?

Not at all. First, we are not a bulletin board or an e-mail system. We choose to use industry standard products for that. Although we have messaging built within, we would always recommend that a company maintain whatever form of e-mail they have adopted. We can interface as needed to other e-mail systems. As for bulletin boards, that is a completely separate application which is quickly being supplanted by the Internet and company home-pages or FTP sites. Again a bridge can be built as necessary.

Is there a limitation to the type of files your system can handle?

No. The system currently supports anything you want to put into it. We only generate previews for certain file types but that is a modular piece of the engine. If you really want a preview of a certain file type it can be added. If the system doesn't recognize it, then it simply displays an icon that says "no preview available". Ultimately this can include sound bites and motion files. Monet does not put an emphasis on this in the beginning because it is very bleeding edge and the market is in early stages of development. Formats are still an issue and most of our focus is toward the digital printed world. This aspect will evolve as the standards are set.

How does the Monet system handle compression?

Compression is up to the client librarian. Monet offers a built-in Adobe Photoshop compatible

JPEG for certain file types. The user can pre-compress a file any way they desire. It is simply a matter of if the program can generate a preview on input or not. Any documents or other file types can compress losslessly with LZW for space conservation. Monet is partnering with several companies that specialize in sophisticated compression technology for future enhancements.

What about re-purposing of data objects within Monet?

Re-purposing is one of the paradigm shift terms that is overused and largely misunderstood. First, Monet offers several fixed low-res formats. Our next release will expand that offering to generate some on the fly options or variations of the original file. In an ideal world one would want a 1:0.75 aspect RGB from a 5X7 JPEG hi-res file stored in the system. The problem is that the aspect of the 5X7 is 0.71:1. It is doubtful any artist will trust a translation engine to decide what data to crop off. The other issues are color shift, bit loss, etc. Monet's position is to let the creative people who build these files also control them. We are a long ways from intelligent translation engines that indeed "re-purpose". They don't exist today largely because the reality is that certain files created for print do not as an example, re-purpose to full motion video. However, Monet's modular approach will allow us to interface or plug-in the technology when it becomes reality.

Can Monet interface with other databases?

Absolutely. Today we have to write a custom interface, however, because of our ODBC compliance others can extract data if permissioned (ODBC is an industry standard for communicating with different types of databases). In the future we intend to offer bridging modules to connect to other popular image databases that survive the next phase of graphic arts shrink-wrap wars.

What is the Monet Alliance Partner Program?

The "Alliance Partner Concept" network of CLIMATE provides the resources to evaluate and implement our solution. It is typically a unique pool of other resources as well (such as Indigo, or large format output, specialized, or application specific pre-publishing services, etc.) located in strategic geographic cities around the US and Canada. By becoming an "Alliance Partner", a client or service provider has the option of starting with CLIMATE as a service and up-grading to a host site as driven by demand and size.